

ABSTRACT

A method for delivering presentations associated with data mining models. The method includes the steps of: a) storing the data mining models and the presentations in a repository in a data mining system; b) associating ones of the data mining models with
5 ones of the presentations through references within ones of the presentations; c) receiving a request from a user for a presentation; d) processing the request to determine an appropriate presentation corresponding to the request; the request including a customer identification; the request including an event identification; and, e) delivering the appropriate presentation to the user.

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